



**City of Asheville**

**Request for Proposal  
Festival Hospitality - Bele Chere Festival**

Under this Request for Proposal, the City of Asheville invites restaurants and caterers to submit a hospitality proposal for the 2010 Bele Chere Festival.

Company Name \_\_\_\_\_

Contact #1 Name \_\_\_\_\_ Email \_\_\_\_\_ Phone \_\_\_\_\_

Contact #2 Name \_\_\_\_\_ Email \_\_\_\_\_ Phone \_\_\_\_\_

Address: \_\_\_\_\_

Company Phone: \_\_\_\_\_ Company Fax: \_\_\_\_\_

Proposals submitted for the following:

\_\_\_\_\_ Project One-

Job(s) # \_\_\_\_\_

**Proposal Contents & Attachments:**

- ☐ Completed Proposal Form (incomplete forms will not be eligible for consideration).
- ☐ Complete proposal estimate for project one and job number(s).
- ☐ Organizational information including Mission, History, Qualifications and Staff.
- ☐ Description of proposed menu and cost per person to the festival.
- ☐ Staff responsible for implementing proposal.
- ☐ Detailed description of what you can provide based on eligibility requirements listed for each aspect of the hospitality program open for bid.
- ☐ Detailed descriptions of logistical, onsite support you are able to provide.
- ☐ Provide a list of festivals you have participated in as a restaurant or caterer.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Submit one original, signed proposal to either:

Mailing Address

Parks, Recreation & Cultural Arts  
Attn: Bele Chere Hospitality RFP  
PO Box 7148  
Asheville, NC 28802

Physical Address

Parks, Recreation & Cultural Arts  
Attn: Bele Chere Hospitality RFP  
70 Court Plaza, City Hall, 4<sup>th</sup> Floor  
Asheville, NC 28801  
Mon-Fri: 9:00 a.m. – 5:00 p.m.



## City of Asheville

### Request for Proposal Festival Hospitality - Bele Chere Festival

#### **Summary:**

The City of Asheville is committed to delivering an excellent quality of service to enhance the community's quality of life.

The Bele Chere Festival is one of the largest, free festivals in the southeast. The festival's attendance is estimated annually to be approximately 300,000 attendees. The Parks, Recreation and Cultural Arts Department administer the Hospitality Program for the City of Asheville. The hospitality program includes overall entertainment, festival staff, and board and committee meals. Festival hospitality is provided on Friday, Saturday and Sunday.

Please note that this is a proposal and not part of the standard contracting process for the 2010 Bele Chere Festival. Proposals will be considered based on the following eligibility requirements and criteria. Once a determination is made, that applicant will receive confirmation and will then begin the contract process with the City of Asheville and the Festivals Staff.

#### **Due Date & Instructions:**

**Proposals are due by 5:00 p.m. on Thursday, June 17<sup>th</sup> 2010.** Proposals received after this date will not be considered.

Proposals may be mailed or hand delivered. No emailed or faxed proposals will be accepted. The applicant must sign the proposal signifying their acceptance and compliance with the terms and conditions listed in this request for proposal.

#### **General Information:**

**The hospitality proposal will be for the Bele Chere Festival occurring July 23-25, 2010.**

Each bidder can submit a proposal to include job(s) from Project One.

#### **About Project One:**

- This project consists of meals for main stage artists in addition to stage/production crews, festival staff, and board and committee members.
- This area will be located in the Asheville Civic Center on the Exhibition Level.
- Meals will consist of lunch and dinner each day, beginning with lunch on Friday.
- It is often extremely hot during Bele Chere. Consider food that will not spoil readily in the heat.
- Food must be prepared off site with final preparation on site.

- All food should be prepared as buffet or self-serve style.
- Meals should be of the highest quality and variety with consideration for alternative dietary needs.
- The restaurant or caterer must maintain a safe and sanitary environment at all times.
- The number of people listed for each meal represents the approximate number of people to be feed at each meal.

### **Eligibility**

The Request for Proposal is open to all restaurants and caterers who wish to submit a hospitality proposal to include job(s) from Project One for the 2010 Bele Chere Festival and who can provide the following services and product:

### **PROJECT ONE – ARTIST/STAGE CREW/STAFF/BOARD/COMMITTEE AREA:**

- Description of proposed menu and cost per person to festival.
  - \$6.00 - \$10.00 range per person per meal
  - Tax not included
- Onsite representative(s) to handle final preparations and serving set-up and tear down.
- Include tableware (utensils, plates, napkins and sectional to-go containers) as part of the proposal.
- Provide serving utensils, containers and heating equipment as applicable.
- Menu options for both lunch and dinner should include 1-2 meat options, 1 vegetarian option, 2-3 sides, 1 dessert and coffee service.

### **Job #1 – Lunch for Friday, Saturday and Sunday**

- Lunch served 11:30 am to 2:30 pm for approximately 75/Friday, 75/Saturday, and 75/Sunday.

### **Job #2 – Dinner for Friday and Saturday night**

- Dinner served 4:30 pm to 7:00 pm for approximately 100/Friday and 100/Saturday (hours of service to be confirmed).

The City of Asheville will provide the following in regards to the festival's hospitality needs for the 2010 Bele Chere Festival:

- Entertainment, staff, board and committee hospitality space on the exhibition level of the Civic Center.
- Space and access to electricity/water for final preparation onsite.
- Necessary tables, chairs and serving area.
- City of Asheville to pay restaurant or caterer by city check within 30 days upon receipt of final invoice following festival.
- Staff Liaison to work directly with in terms of logistics and onsite point person.
- Festival will provide beverages for all jobs unless otherwise indicated.

### **Administrative Requirements:**

Restaurants or caterers seeking the opportunity to participate in the hospitality program must demonstrate through this request for proposal process that their organization is

qualified, capable and committed to providing excellent products and service for these aspects of the 2010 Bele Chere Festival.

Organization(s) selected to contract with the City of Asheville agree to provide all of the proposed products and services and to work directly within the rules and regulations set by the festival.

**Criteria:**

Proposals will be evaluated on the following criteria with a total available score of 100 points:

- Ability to provide proposal that meets festival's budget (25)
- Ability to provide products and services requested (20)
- Ability to provide equipment within festival parameters (20)
- Ability to provide logistical support to the festival (20)
- Ability to provide Green disposable materials (15)

A higher competitive rating may apply to restaurants and caterers that have successfully partnered with the City of Asheville for past Bele Chere Festivals.

A higher competitive rating may apply to restaurants and caterers that are located within Asheville city limits.

**Determination & Notification:**

All proposals will be reviewed and scored by the City of Asheville's Parks, Recreation and Cultural Arts Staff and others deemed necessary by festival staff.

Upon final review and determination, each bidder shall be notified regarding their acceptance/rejection status via email. Successful bidder(s) shall be notified first via email with a letter of confirmation to follow.